

CONTRACT

KFVE-K5
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-9375

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, H 96813

Contract / Revision 775283 /		Alt Order #
Product Week 9 6/4 - 6/10		
Contract Dates 06/04/12 - 06/10/12		Estimate #
Advertiser Peter Carlisle for Mayor		Original Date / Revision 05/31/12 / 05/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KFVE	Account Executive Lehua Watson	Sales Office Honolulu-Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KFVE	06/04/12	06/08/12	Hawaii News Now at 6:30	628p-7p		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	MTWTF--				2	\$75.00			
N 2	KFVE	06/04/12	06/08/12	TMZ (LF)	935p-1235a		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	MTWTF--				1	\$25.00			
N 3	KFVE	06/04/12	06/10/12	M-Su HI News Now At Nine	9p-935p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	MTWTFSS				2	\$300.00			
N 4	KFVE	06/08/12	06/10/12	Hot Hawaiian Nights 7p	7p-8p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	----F--				1	\$250.00			
N 5	KFVE	06/08/12	06/10/12	Hot Hawaiian Nights 7p	7p-8p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	----F--				1	\$100.00			
N 6	KFVE	06/08/12	06/10/12	Greatest UH Games Ever	7p-9p		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	-----S				1	\$50.00			
N 7	KFVE	06/08/12	06/10/12	Living Local w/ Baraquios	935p-1235p		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/04/12	06/10/12	-----S				1	\$25.00			
Totals											9	\$1,200.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
05/28/12 - 06/10/12	9	\$1,200.00	\$1,020.00	\$48.06	\$1,068.06
Totals	9	\$1,200.00	\$1,020.00	\$48.06	\$1,068.06

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.